

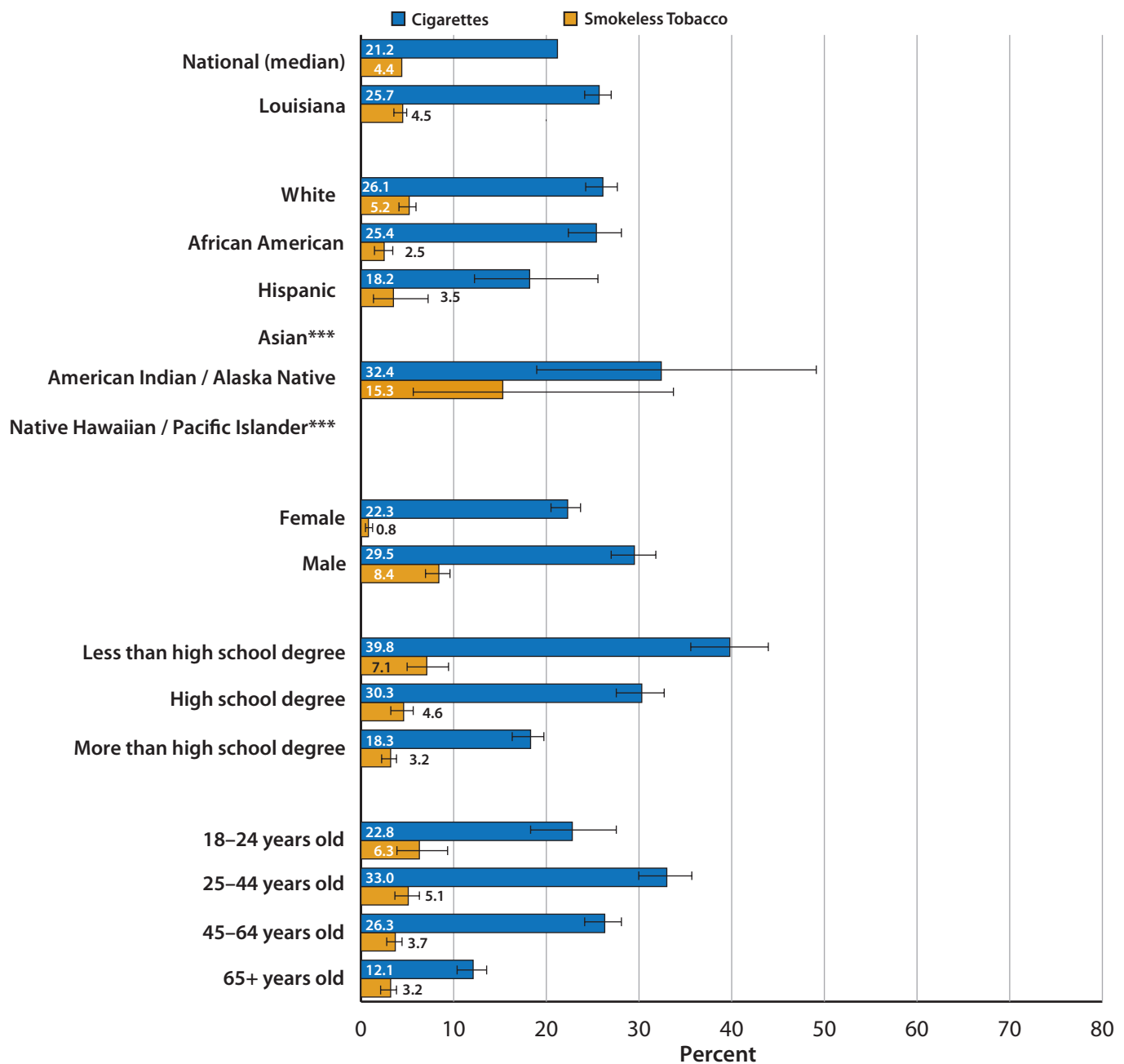
## Monitor

### Adult Current Cigarette/Smokeless Tobacco Use

In Louisiana, the percentage of adults (ages 18+) who currently smoke cigarettes was 25.7% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Louisiana ranked 46<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 4.5% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Louisiana ranked 30<sup>th</sup> among the states.

#### Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



Source: Behavioral Risk Factor Surveillance System, 2011

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## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

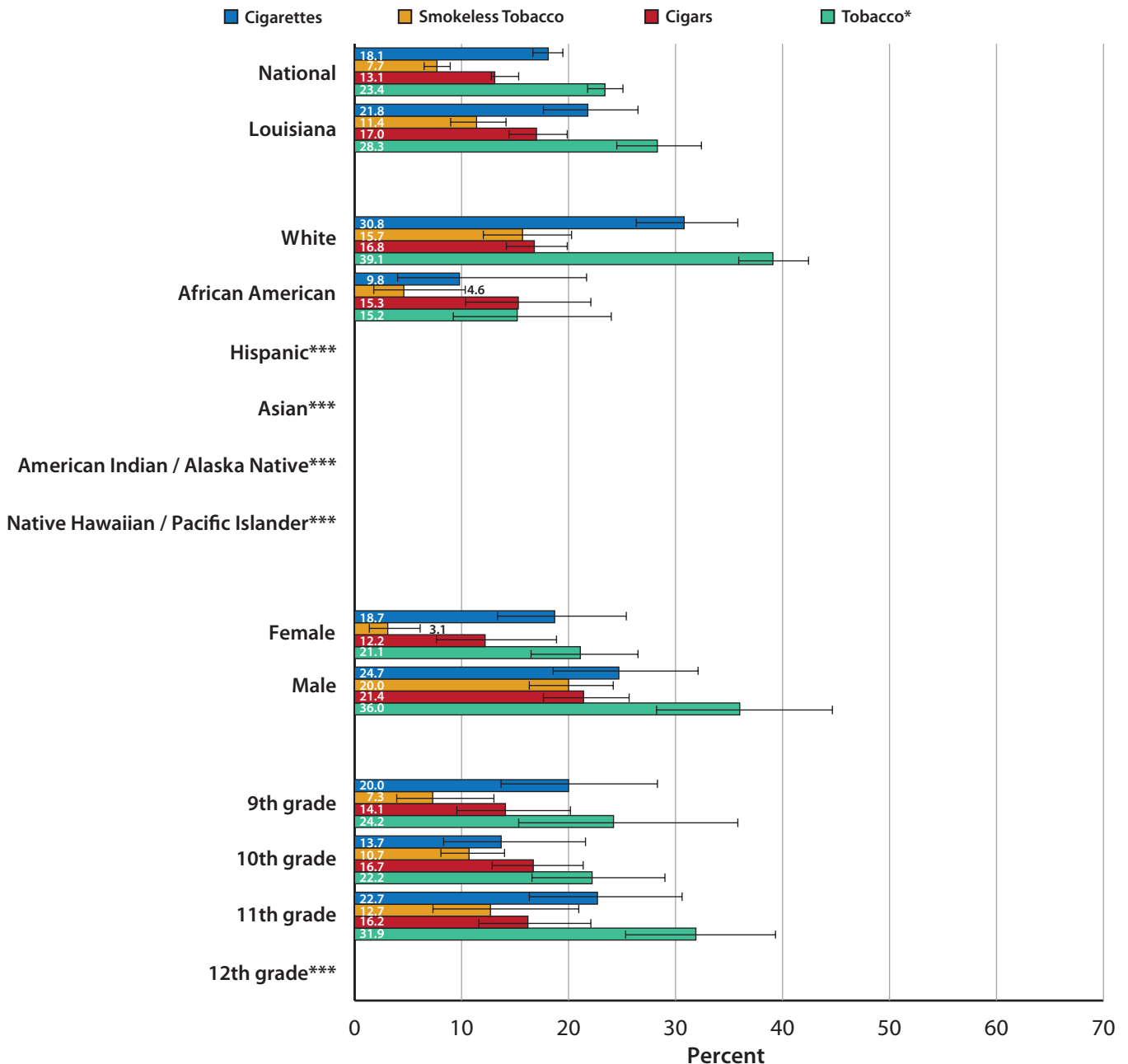
In Louisiana, the percentage of youth in grades 9-12 who currently smoke cigarettes was 21.8% in 2011. The range across 44 states was 5.9% to 24.1%. Louisiana ranked 39<sup>th</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 11.4% in 2011. The range across 40 states was 3.5% to 16.9%. Louisiana ranked 29<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 17.0% in 2011. The range across 37 states was 5.0% to 18.3%. Louisiana ranked 34<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 28.3% in 2011. The range across 36 states was 7.8% to 31.9%. Louisiana ranked 30<sup>th</sup> among 36 states.

### Tobacco Use among High School Students by Demographic Characteristics



\* Cigarettes, smokeless tobacco, and/or cigars

\*\*\* Sample size <100

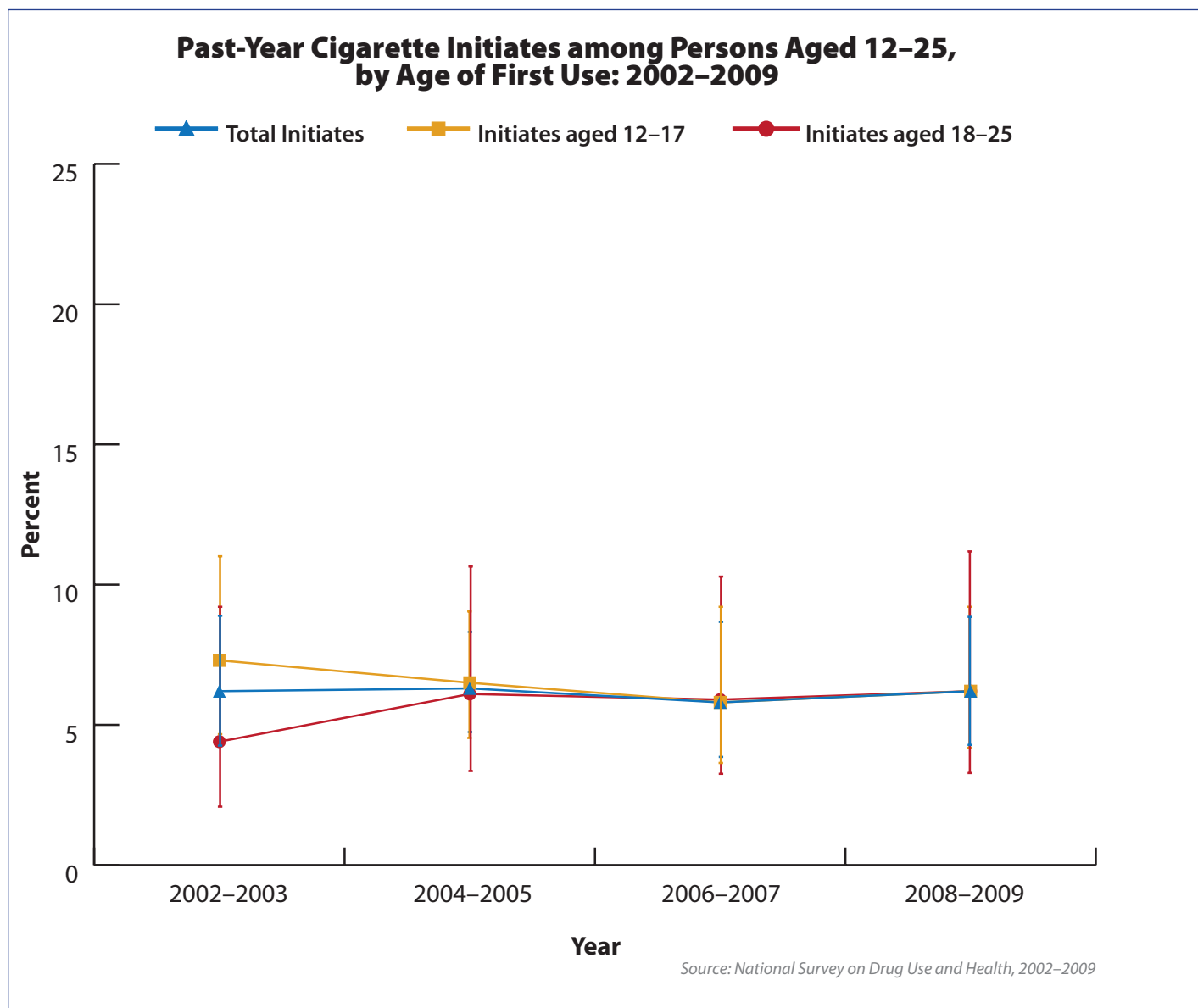
Source: Youth Risk Behavior Survey, 2011

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## Past-Year Cigarette Initiation

In 2008-2009, of all Louisiana youth ages 12-17 who had never smoked, 6.2% smoked a cigarette for the first time in the past year. This ranked 30<sup>th</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 6.2% smoked a cigarette for the first time in 2008-2009. This ranked 8<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.



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## Protect

### Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Louisiana than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Louisiana was 55.0%, ranking 49<sup>th</sup> among the states.

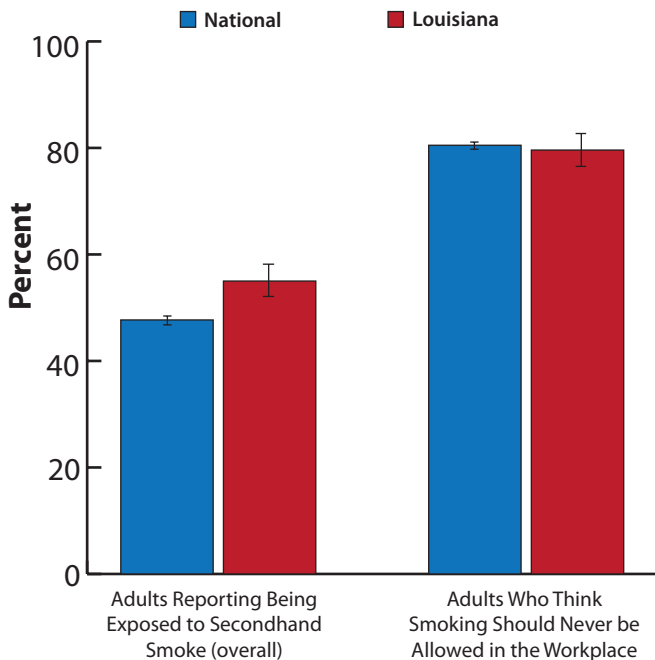
Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Louisiana adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

#### Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
55.0%	30.5%	13.9%	20.9%	39.3%

Source: National Adult Tobacco Survey, 2009–2010

#### Secondhand Smoke Exposure and Opinions about Smoking in the Workplace



Source: National Adult Tobacco Survey, 2009–2010

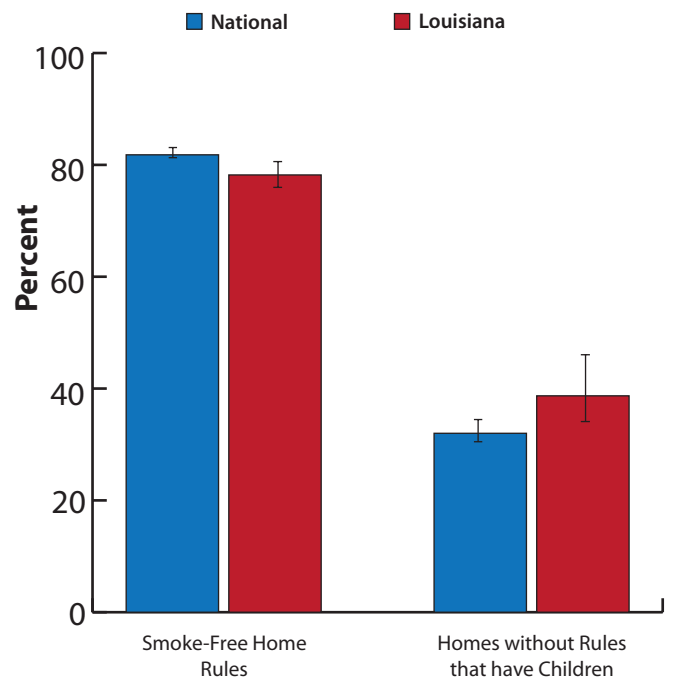
### Opinions about Smoking in the Workplace

In 2009-2010, 79.6% of adults in Louisiana thought that smoking should never be allowed in indoor workplaces, ranking 23<sup>rd</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 78.2% of adults in Louisiana reported that their homes had smoke-free home rules, ranking 36<sup>th</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 38.7%, ranking 48<sup>th</sup> among the states.

#### Smoke-Free Home Rules and Homes without Rules that have Children




Source: National Adult Tobacco Survey, 2009–2010

# LOUISIANA

## State Smoke-Free Policy

As of June 30, 2012, Louisiana had a smoke-free law that prohibits smoking in indoor areas of workplaces and restaurants, but not bars. The state allowed communities to enact local smoke-free laws.

### Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 No	 Yes

\* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

<sup>a</sup> Allowed for non-hospitality workplaces.

<sup>b</sup> Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

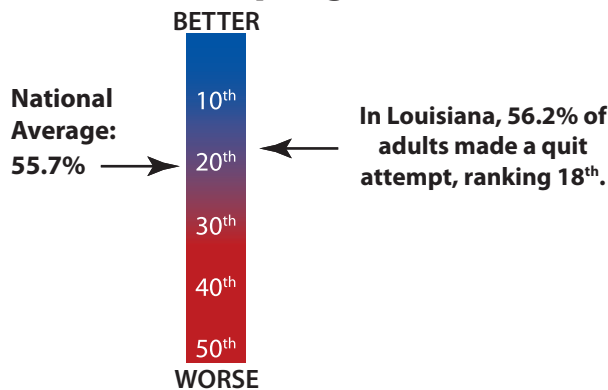
Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 56.2% of Louisiana adult smokers made a quit attempt in the past year, ranking 18<sup>th</sup> among the states.

#### Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

### Quitline Utilization

In 2010, the Louisiana quitline received 4,928 calls, and 2,007 tobacco users (an estimated 0.2% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications





In 2010, Louisiana's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Louisiana provided full coverage for some nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and no coverage for counseling (individual or group).

#### Medicaid Coverage for Counseling and Medications

##### Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	 No

<sup>a</sup> Pregnant women only

<sup>b</sup> Fee-for-service only

<sup>c</sup> Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

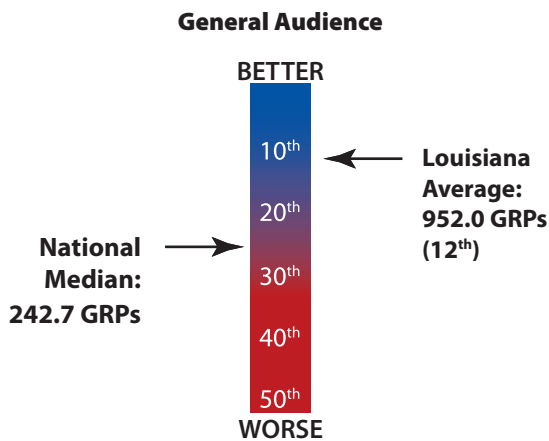
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## Warn

### Tobacco Counter-Marketing Media Intensity

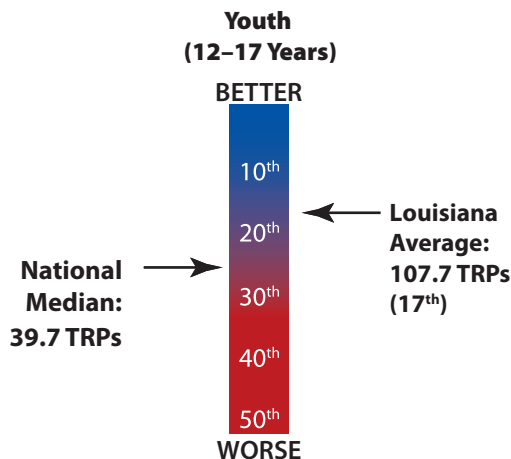
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Louisiana had an average of 952.0 general audience GRPs and 107.7 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

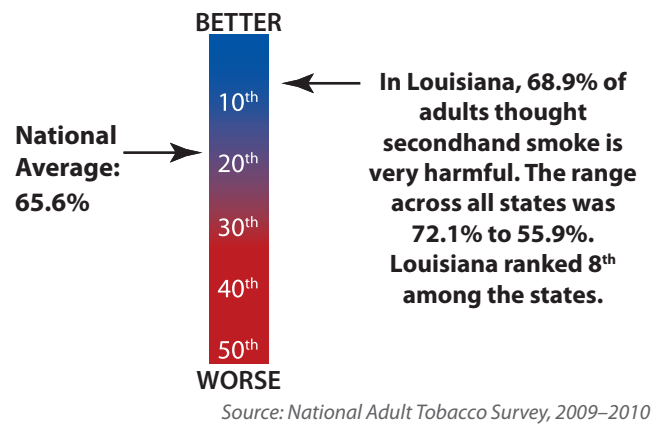


Source: CDC/OSH

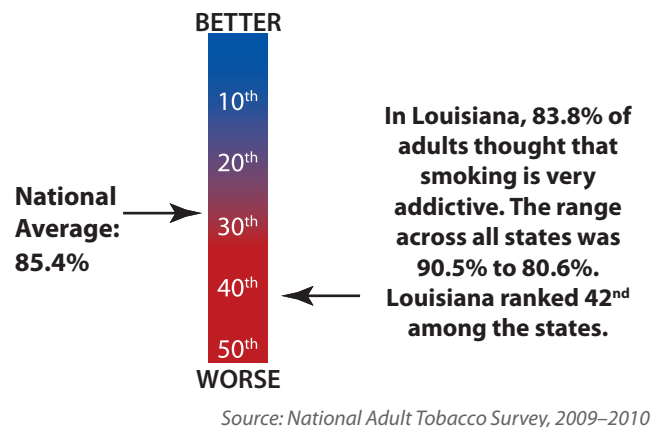
### Knowledge of the Dangers of Tobacco

In Louisiana, 68.9% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 83.8% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking






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## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Louisiana allowed local regulation of display of tobacco products in commercial establishments, but preempted local regulation of tobacco industry promotions and tobacco product sampling.

#### State Allows Local Laws





Promotion	Sampling	Display
 No	 No	 Yes

Source: STATE System, June 2012

### Over-the-Counter Retail Licensure

As of June 30, 2012, Louisiana required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

#### Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$75.00	 Yes <sup>a</sup>	 Yes <sup>b</sup>	 Yes

<sup>a</sup> Annually

<sup>b</sup> Misdemeanor: Fine or Imprisonment, or both

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Louisiana was \$0.36 per pack, ranking 49<sup>th</sup> among the states. The tax on cigars was 20% of the manufacturer’s invoice price per cigar, and for little cigars the tax was 8% of the manufacturer’s invoice price per pack of 20. The tax on smokeless tobacco was 20% of the manufacturer’s invoice price.

Price Paid for Last Cigarettes Purchased

In Louisiana, 69.2% of adult smokers bought their last cigarettes by the pack, and 30.8% bought them by the carton in 2009-2010. The average price that Louisiana smokers reported paying for their last pack of cigarettes was \$4.61 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Louisiana smokers reported paying for their last carton of cigarettes was \$36.38 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

